TAM'82
HICAGO

- CTAM ready to address changing times, winds
- Federal judge awards first round to cable in Arizona
- Marketing crews woo operators at CATA gathering
- Industry facing new dilemma, trade-show-mania

CableVision

The news and features weekly of the cable television industry July 19, 1982 $3.00

C8920-2

Programming: The star is your home town

CableVision | July 19, 1982. Volume 7, Number 45

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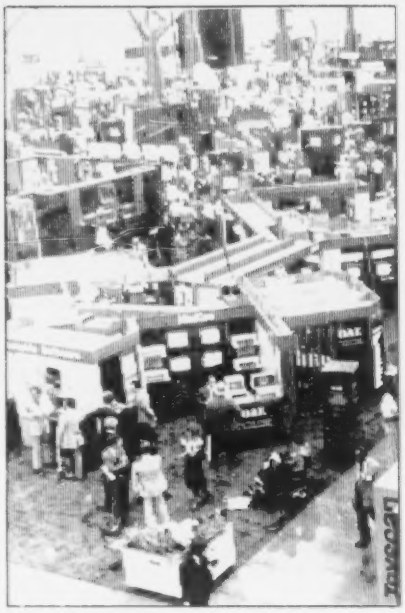


Business of shows

Call cable a trade-show-of-the-month club this fall. The Eastern Show is set in September, the new Atlantic Show follows in October and the Western Show runs in November. Is it all too much? Officials representing the events lay it on the line. **Leading the week, pages 16-19.**

Monopoly analysis

A study conducted for the NCTA claims that cable is not a monopoly service and presents legal, economic and engineering data to support that claim. **Leading the week, pages 16-19.**

Courtin' CATA

The Community Antenna Television Association's annual CCOS gathering attracted 175 operators in Nashville, Tenn., last week. It also attracted marketing crews from the cable service galaxy who did a little wooing in the "just folks" environment. **Leading the week, pages 16-19.**

The new look

For Sen. Barry Goldwater's revised cable bill (S.2172), franchise renewal provisions are in and sports blackout restrictions are out. The new look is designed to accommodate all interests. **Leading the week, pages 16-19.**

RKO/Nederlander rolling

No less than five productions from this joint venture debuted last month on HBO, Showtime and Spotlight. It is a partnership that has produced some of the best theater works for pay television. It also has produced some tidy financial rewards. **Page 23.**

Interactive scores

Alphanumeric scroll channels on cable television are paving the way for consumer acceptance of interactive services. That is the crux of a special report commissioned by The Associated Press on consumer demands. **Page 45.**

Partly cloudy forecasts

The Weather Channel is experiencing a downpour in the subscriber department and a dry spell in the advertising category. However, company officials are more than confident that the drought is very temporary. **Page 46.**

Injunction denied

The suit will go on, but the first round in the Arizona squabble about withholding programming from SMATV operators was awarded to the cable side of the suit. Federal Judge Walter Craig ruled that SMATV operators failed to prove irreparable injury. **Page 71.**

Videotex debate

The debate on common standards rages with no clear victor in sight. In the meantime, businesses around the world are capitalizing on the blossoming industry to fatten earnings. **Page 91.**

Motor City gamble

Detroit officials are confident there will be a great deal of interest when the city releases its request for proposals for cable. **Page 91.**

MDS perspective

The MDS industry has voiced support for reallocating spectrum space and loosening technical requirements for that service. However, other groups view the plan with little enthusiasm. **Page 93.**

About the cover

The Crown of Boss is an original made-for-pay 30-minute Halloween special produced by Imagicom Productions and exclusively distributed by Metromedia Producers Corporation.

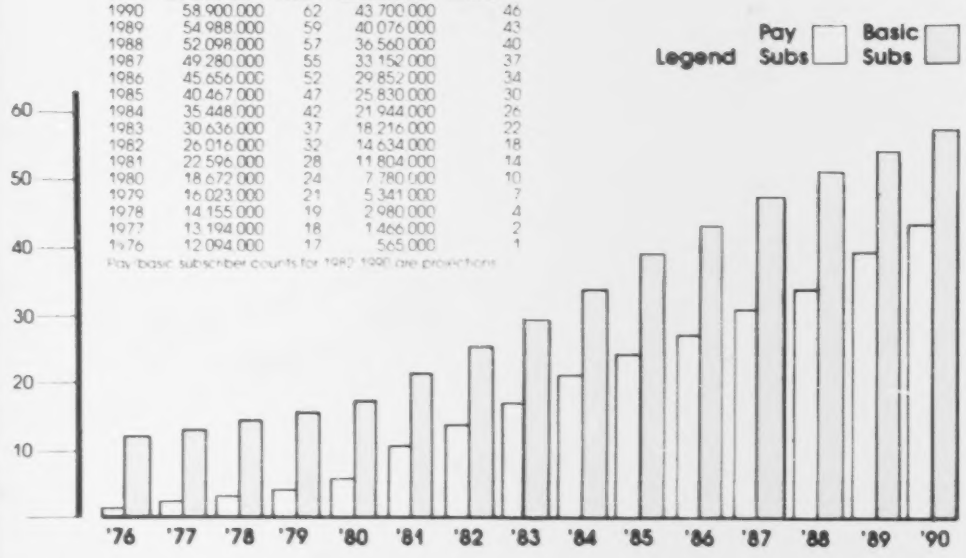
This week in *CableVision Plus*

Grassroots video producers and directors are the centerpiece of a 12-page special report on cable's community connection. With budgets that range from the adequate to borderline, an army of video volunteers, freshly graduated from cable system seminars from coast-to-coast, is turning its portapaks on the home town scene. *CableVision Plus* takes a look at what happened in San Francisco, Iowa City, Warren, N.J., East Lansing, Mich., Oklahoma City and Atlanta as "average people," with the benefit of a lot of imagination and a little encouragement, try their luck at do-it-yourself TV production.

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections



Cable barometer

Television households (TVHH) ... 81,500,000

Homes passed by cable (HP) 44,252,000

Percent of TVHH passed by cable 54.30%

Basic cable subscribers 24,242,000

Percent of TVHH with basic cable .. 29.75%

Percent of HP with basic cable .. 54.78%

Pay cable subscribers 13,219,000

Percent of TVHH with pay cable ... 16.22%

Percent of HP with pay cable ... 29.87%

Percent of basic subs with pay cable 54.29%

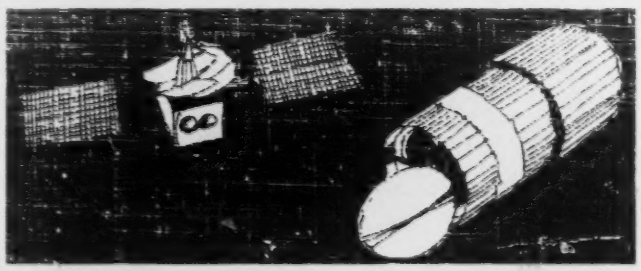
Figures are as of May 31, 1982

Satellite-fed cable programming services

Basic services	Affiliates*	Subscribers*	% change in subs from 4/30	
Alpha Repertory Television Service (ARTS)[1]	1,650	7,300,000	—	
Appalachian Community Service Network (ACSN)	210	1,511,402	5	
Black Entertainment Television (BET)	845	9,100,000	NC	
Cable News Network	2,315	13,855,000	6	
CNN2	154	1,200,000	NC	
Cable Satellite Public Affairs Network (C-SPAN)	1,000	11,000,000	NC	
CBS Cable	350	4,500,000	11	
Christian Broadcasting Network (CBN)	2,935	16,600,000	2	
Daytime	385	5,608,247	8	
Dow Jones Cable News[2]	45	535,00	—	
Electronic Program Guide (EPG)[2]	22	275,000	—	
Entertainment and Sports Programming Network (ESPN)	3,881	16,431,162	4	
Eternal Word Television Network	27	407,187	12	
Financial News Network[3]	16	350,000	—	(6/22)
Modern Satellite Network (MSN)	363	4,450,000	3	
Music Television (MTV)	600	4,000,000	NC	
National Christian Network	37	523,227	2	(7/1)
National Jewish Television	92	1,906,050	NC	
Nickelodeon	1,725	7,700,000	NC	
North American/ The Travel Channel	114	876,000	2	
PTL Television Network	600	5,500,000	6	
Reuters News View[3]	390	3,800,000	—	
Satellite News Channel I[3]	300	2,600,000	—	(6/22)
Satellite Program Network (SPN)[3]	475	4,731,294	3	
SIN National Spanish Television Network[4]	488	24,652,500	NC	
Trinity	170	1,587,000	NC	
USA Network	1,750	11,000,000	NC	
The Weather Channel	353	4,500,000	NC	

Basic audio services	Affiliates*	Subscribers*	% change in subs from 4/30
Lifestyle	64	750,000	40
WFMT	115	850,000	5
Pay services			
Bravo	31	56,827	-5
Cinemax	900	1,500,000	NC
EROS[5]	10	25,000	—
Escapade/Playboy	150	240,116	3
GalaVision	134	100,000	NC
Home Box Office (HBO)	3,600	9,000,000	NC
Home Theatre Network Plus	275	155,000	NC
Showtime	1,500	3,000,000	NC
The Movie Channel (TMC)	2,150	2,200,000	NC

*Affiliate and subscriber counts are as of May 30, 1982, unless otherwise noted
[1]ARTS is now being considered separately from Nickelodeon
[2]Service is new to programming chart
[3]Subscriber count denotes households receiving signal
[4]Total SIN reach. Estimated Spanish-speaking households (including broadcast stations and translators) 3,027,700
[5]Launched 6/21/82
[6]Count includes only cable subscribers (no STV).
NC designates no change



Announced satellite-fed services

ABC/ESPN Pay Service
ESPN Plaza, 935 Middle Street
Bristol, Conn. 06010
(203) 584-8477
Rosa Gatti
4th quarter 1982 launch

Appollo Satellite Television
c/o Inter City Broadcasting Corp.
801 2nd Ave.
New York, N.Y. 10017
(212) 953-0300
Percy Sutton
Launch to be announced

The Buena Vista Channel
912 Northeastern
Los Angeles, Calif. 90063
(213) 269-0391
Ed Sterling
1983 launch

Cable News Corporation
Business Route 101
Epping, N.H. 03842
(603) 679-2222
Dennis Alvia
1/83 launch

Cableshop
c/o Adams Russell
1380 Main Street
Waltham, Mass. 02154
(617) 894-8540
John Pollock
4/83 launch

Catholic Telecommunications
Network of America
95 Madison Ave.
New York, N.Y. 10016
(212) 696-0800
Betty Haig
9/82 launch
Programming hours: M-F 3/day

Christian Media Network
Maryland
Chris Weaver
Relaunch to be announced

Cinemerica
9477 Brighton Way
Beverly Hills, Calif. 90210
(213) 550-1563
Ken Silverman
Launch to be announced

The Disney Channel
Walt Disney Productions
41 Harbor Plaza Drive
Stamford, Conn. 06904
(203) 964-8355
Barbara Ruger
2nd quarter 1983 launch
Westar IV

Family Programming Network
Chattanooga, Tenn.
Billy Batts
Launch to be announced

Heartbeat Media Network
1700 Broadway
New York, N.Y. 10019
(212) 582-9552
Derrick Meade
4th quarter 1982 launch

Home Music Store
1800 M Street NW
Washington, D.C. 20036
(202) 822-9128
83/84 Launch

The Job Channel
Launch to be announced

Kidvid Network
342 Madison Ave.
New York, N.Y. 10173
(212) 867-1700
Claude Hill
10/82 launch
Price per sub: free
Programming hours: 21/wk

Lewmark Productions Music
8730 West 3rd Street
Los Angeles, Calif. 90048
(213) 275-4558
Mark Tobias
Launch to be announced

Magicable
Intermedia Entertainment Service
1350 Ave. of the Americans
New York, N.Y. 10019
(212) 247-1700
David Smith
3rd quarter 1984 launch

Nashville Network
c/o WSM, P.O. Box 100
Nashville, Tenn. 87202
(615) 889-6840
Tom Griacom
2/83 launch
Programming hours: 18/day

National Jazz Network (audio)
P.O. Box 157
Amhurst, Mass. 01002
(413) 549-0811
Eric Reid
1982 launch

PBS Cable
L'Enfant Plaza
Washington, D.C. 20024
Launch to be announced

Penthouse Entertainment Network
888 7th Ave
New York, N.Y. 10106
(212) 489-7231
Bob Jacobs
Launch to be announced

Satellite News Channel II
41 Harbor Plaza Drive
Stamford, Conn. 06904
(203) 964-8355
Dan Ruth
2nd quarter 1983 launch
Price per sub: free
Programming hours: 24/day
Westar V

Sitcom Channel (Channeltainment)
Box 1081
Knoxville, Tenn. 37601
(615) 524-8575
1st quarter 1984 launch

Spanish Universal Network
2990 Richmond Street, Suite 140
Houston, Texas 77098
(713) 522-2013
Jerry Morris
7/82 launch

SPN/International Network
SPN/Financial-Religious Network
SPN/Classic Movie Network
SPN/How-to Network
8252 S. Harvard Ave.
Tulsa, Okla. 74136
(918) 481-0881
Bill Sullivan
Launch to be announced

Top Entertainment Network
Launch to be announced

United Satellite Television Network
(4 services)
919 3rd Ave. 27th floor
New York, N.Y. 10022
(212) 750-8666
Richard Blume
1st quarter 1983 launch

UTV Cable Network
22-08 Route 208
Fairlawn, N.J. 07410
(201) 794-3660
1/83 launch
Wester V/10X
Price per sub: free
Programming hours: 24/day

Video Concert Hall
2215 Perimeter Park
Suite 21, P.O. Box 54105
Atlanta, Ga. 30341
Charles Henderson
7/82 launch
Price per sub: free

Window
Public Interest Video Network
2712 Ontario NW
Washington, D.C. 20009
(202) 797-8997
Kim Spencer
Launch to be announced